



MINUTES

SPECIAL CALLED MEETING TOURISM ADVISORY BOARD

WEDNESDAY, JULY 9, 2014 AT 6:30 PM

*City Council Chambers, Building Four,
450 Cypress Creek Road, Cedar Park, Texas 78613*

BOARD MEMBERS

- | | |
|---|--|
| <input checked="" type="checkbox"/> Mel Kirkland, Place Seven, Chair | |
| <input checked="" type="checkbox"/> Robert Schoen, Place One, Secretary | <input checked="" type="checkbox"/> Wayne Brooks, Place Four |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Vice Chair | <input type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Lisa Star, Place Three | <input checked="" type="checkbox"/> Troy Storm, Place Six |

- A. **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chairman Kirkland called the meeting to order at 6:30 PM with six members present. Board Member McLaughlin was absent.
- B. **Board Members Opening Comments** *None*
- C. **Citizen Communications** *Ben Sargent, Chairman of The Austin Steam Train Association Board introduced Lil Serafine, the new Executive Director. She is highly experienced in working with non-profit organizations; she has also been a Cedar Park resident for over 20 years.*
- D. **Approval Of Minutes Of The Tourism Board Meetings**
a) May 25, 2014 Regular Called Meeting.
MOTION: Secretary Schoen made a motion to approve the minutes of the May 25, 2014 regular called Tourism Advisory Board meeting as presented. Board Member Brooks seconded the motion. The Motion passed unanimously 6-0, with Board Member McLaughlin being absent.
- F) **Discussion and Possible Action**
a) Consider A Request To Recommend Sculptures For the Cedar Park Sculpture Garden. **(Amended)** *Kimberly Painter, Budget and Grants Coordinator, and arts liaison to the Parks, Arts, and Community Enrichment Board (PACE Board) provided an update to The Board regarding the Sculpture Garden. She advised that the twelve pieces currently in the garden are on loan and nearing the end of their one year loan agreements. One of the twelve pieces is currently under negotiation for purchase. At the end of the loan period in September the remaining eleven pieces will be returned to the artists, leaving eleven vacancies. Painter asked that The Board help in selecting final sculpture pieces. She presented two options for consideration.*

MOTION: Board Member Storm made a motion to select option two as presented. Board Member Brooks seconded the motion. The Motion passed unanimously 6-0, with Board Member McLaughlin being absent.

E) Consider Financial Report – Aaron Rector, Assistant Finance Director

a) Preview of 2014-2015 Projected Revenues, Expenditures And Fund Balance.

Aaron Rector, Assistant Finance Director provided The Board with an update regarding projected revenues, expenditures and fund balance. He noted that the Tourism Department FY15 budget will increase \$25,000 from FY14 budget for a total of \$500,000. He also noted that there are savings in expenditures which will result in an increase to fund balance. Year in projections are trending towards \$525,000. He advised that costs were cut by 17.3% for marketing services due to moving all services under one contract. Marketing and advertising will increase 75.8% due to moving contingency funds into marketing and advertising. Fund balance is projected to increase from \$1,077,169 to \$1,134,319.

Consider Presentations On 2014-2015 Hotel Occupancy Tax Projects And Programs

b) Consider Project Funding Applications For Budget Year 2014 – 2015

i) Cheer America Capital Cup In The Amount Of \$15,000.

Duane Smith, Community Development and Tourism Manager reminded The Board that they have already approved this project last summer. It was approved in advance to allow Cheer America to negotiate with The Cedar Park Center.

iii) Austin Steam Train Association In The Amount Of \$42,500.

Secretary Schoen recused himself from all discussion on item iii. Paul Phelan, General Superintendent for The Austin Steam Train Association presented an overview of the request. \$27,500 of the requested funds would be used to restore a 1940s rail car to its original condition. The car would then be a designated concession car which would be in regular service on every flyer. He also noted that the car would be named “Cedar Park”. He said they hope to have the car up and running sometime next year. In addition, ASTA is also requesting an additional \$15,000 for marketing and advertising for a total of \$42,500.

v) Austin Figure Skating Club (Bluebonnet Open) In The Amount Of \$10,000.

Terry Arthur, Competition Chair for The Austin Figure Skating Club (AFSC), provided The Board with an update on the recent Bluebonnet Open Figure Skating Competition. She noted that the event was successful and took place June 12th-15th at The Cedar Park Center. The competition is sponsored by AFSC but is governed by US Figure Skating rules, regulations and judging standards. She noted that the competition drew more than 350 competitors, 600 parents, family members and coaches as well as over 225 local and area hotel room nights. Arthur said they had provided several room blocks at local hotels and featured those as official host hotels. Most of the participants came from in-state, but most of the judges flew in from out-of-state. She advised that next year’s date is still being negotiated with The Cedar Park Center.

vii) Austin Toros In The Amount Of \$20,000.

Perri Travillion, Media and Community Responsibility Manager provided The Board with an update regarding the request from The Austin Toros organization. Travillion said the funds will allow The Toros to develop a comprehensive plan to expand and layer their advertising and marketing efforts. Essentially the funds will provide an opportunity to expand the Austin Toros brand. She noted that at each of the 24 home games, each away team occupies eight to ten Cedar Park hotel rooms, resulting in approximately 480 room nights booked throughout the season. Additional Cedar Park

rooms are also utilized throughout training camp resulting in a total of approximately 600 room nights. She noted that attendance has improved each season.

iv) Cedar Park Center In The Amount Of \$3,000.

Duane Smith, Community Development and Tourism Manager advised The Board that the request for funds provides marketing assistance on The Cedar Park Center website.

vi) Cedar Park Chamber Of Commerce (Cedar Fest) In The Amount Of \$10,000.

Duane Smith, Community Development and Tourism Manager advised The Board that last year the Chamber received \$5,000 for marketing efforts. Their request is \$10,000 for marketing, advertising and promotion.

ii) Rouse HS Volleyball Tournament In The Amount Of \$10,000.

Duane Smith, Community Development and Tourism Manager noted that the tournament is now the second largest high school girls' volleyball tournament in the state. 48 teams are registered for this year's tournament; he advised that the economic impact of the tournament has been highly successful each year.

c) Consider 2014-2015 Program Funding Requests

i) Rhyme And Reason Marketing Services In The Amount Of \$33,000.

ii) Advertising/Marketing Schedule In The Amount Of \$105,000.

iii) Redesign Of History Website In The Amount Of \$14,500.

Duane Smith, Community Development and Tourism Manager provided an overview of the services provided by Rhyme and Reason Design, the marketing and advertising budget for 2014-2015 as well as the history website redesign project.

G. Staff Reports - Discussion Only (None)

H. Consider Excused Absences From Tourism Advisory Board Meeting

a) Rick McLaughlin From May 27, 2014 Tourism Board Meeting.

MOTION: Board Member Brooks made a motion to excuse the absence of Rick McLaughlin from the May 27, 2014 Board Meeting. Vice Chair Olguin seconded the motion. The Motion passed unanimously 6-0, with Board Member McLaughlin being absent

b) Robert Schoen From May 27, 2014 Tourism Board Meeting.

MOTION: Vice Chair Olguin made a motion to excuse the absence of Robert Schoen from the May 27, 2014 Board Meeting. Board Member Storm seconded the motion. The Motion passed unanimously 6-0, with Board Member McLaughlin being absent

I. Staff Closing Comments None

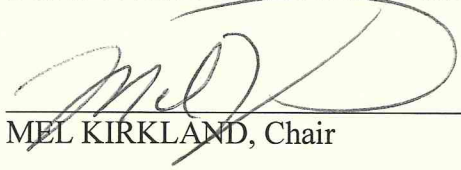
J. Board Members Closing Comments *Chair Kirkland will be attending the Austin Aces event this evening, representing The City of Cedar Park.*

K. Request For Future Agenda Items None

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, July 22, 2014 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.


L. Adjournment. *Chair Kirkland adjourned the meeting at 7:30pm.*

PASSED AND APPROVED THIS 6th DAY OF JULY 2014.



MEL KIRKLAND, Chair

ATTESTED BY:



ROBERT SCHOEN, Secretary